

CULTURE, CRAFT, CEREMONY IN ANCIENT CHINA

LUX* Lijiang invites the curious to discover the soul, stories and secrets of this historic destination through exclusive LUX* experiences

Discover the treasures of an extraordinary Unesco-protected town and its treasures: Lijiang historic town, the three parallel rivers, the expert falconers, Naxi cuisine and the Dongba's last pictograms. In the spirit of the old caravanserais, where the pack trains carried precious tea from the Burmese border to the plateaus of Tibet, LUX* Tea Horse Road is a series of properties in some of the world's most remarkable settings. Immerse yourself in a travel experience like no other, explore and absorb the stories of the old trails, in the knowledgeable care of LUX* here in a part of China, culturally and geographically closer to Tibet.

PEACE, LUXURY AND CHIC— IN THE BUSTLING ANCIENT TOWN OF LIJIANG

See this age-old city in a fresh light, through the lens of the only international five-star boutique hotel in the heart of the Unesco World Heritage Site. The first in a series of boutique properties to be created along the Tea Horse Road by LUX* Resorts & Hotels in China, LUX* Lijiang provides unique journeys which invite you to explore the remarkable beauty of this region.

LIVING-HISTORY ADVENTURES — AND RARE FIRST-HAND STORIES

At LUX* Lijiang, an encyclopedic knowledge is brought to life through remarkable people and places which let you see, taste and hear the best of the Yunnan through guided tea circuits and tailor-made trekking around lush valleys. Pass snow-capped peaks of sacred mountains or simply pause to listen to the tales of the caravans kept alive by the elders. Stretching all the way to Lhasa, this journey of a lifetime along the Tea Horse Road starts in Lijiang, which captures the essence of this, one of the most unspoiled regions of China.

PU'ER TEA RITUALS

Uncover the secrets of the famous and revered Pu'er tea during your stay in LUX* Tea Horse Road Lijiang. The Yunnan Province was one of the first tea-producing regions; it's also where the Tea Horse Road begins. The family of Diana He (pronounced 'her') has been tea merchants for generations — dear friend to LUX* and the most respected experts in Dayan. Lijiang's foundation and fortunes were based on trade, with this very particular tea at its core, and Diana's tea house is at its heart.

DONGBA: RELIGION, HIEROGLYPHS AND PAPER

The Naxi people — pronounced nah-shee — work hard to preserve their traditional written language. Their pictographic script dates back to the age-old Bön religion, and it's regarded as the world's last living pictographic language. Dongba pictograms portray scenes from everyday life, reflecting the Bön priests' vision for peace and harmony between man and nature. One of the experiences offered through the LUX* Tea Horse Road introduces guests to this unique way of writing and the phonetic pronunciations. Head behind the scenes at the Naxi Embroidery Institute in Baisha Village and meet one of only a few remaining Dongba shamans, and learn how to create your own pictograms.

INSPIRED ITINERARIES

We have crafted different itineraries along the Tea Horse Road so you can let your senses guide you through the beauty of this magical place through personalised once-in-a-lifetime experiences.

"We are thrilled to provide the chance to experience one of the world's greatest journeys, starting at the heart of the ancient town of Lijiang, then to another distinctive stay further along the LUX Tea Horse Road."* — Antoine Chignac, General Manager, LUX* Tea Horse Road.

BOOKING YOUR LUX* TEA HORSE ROAD EXPERIENCE

The various LUX* Tea Horse Road experience itineraries and packages can be viewed online on www.luxresorts.cn and booked directly on the [special offer page](#) of LUX* Resorts & Hotels.

Experience LUX* Tea Horse Road Lijiang—Example of a 3 day discovery Package:

Day 1: Zhongyi Market and Baisha Old Town

Day 2: Jade Dragon Snow Mountain & Impression Lijiang Show

Day 3: Black Dragon Pool & Dayan Old Town

Rate: RMB7,580—2 persons for a 3 nights stay. Price includes accommodation, daily full board, all excursions with transfer listed in the itinerary, Mandarin or English-speaking hotel staff and entrance fees.

Should you wish to get in touch with our team in our Shanghai Reservation Office:

LUX* Central Reservation Office – Shanghai – China

Ms. Echo Zheng - Reservation Manager - China

Email: Resa.cn@luxresorts.com / T +86 21 6211 0366 / F +86 21 6211 0319

Physical Address: Room 504, No.108, Yuyuan Road, Jing An District, Shanghai, 200040, China

Book directly online on: www.luxresorts.cn

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LUX* Resorts & Hotels helps people to celebrate life by delivering consistently on the promise of a different kind of Luxury; hospitality that is Lighter.Brighter. LUX* stages exceptional experiences in different locales – whether on the Beach, in the City or in Nature – by banishing thoughtless patterns and being more simple, fresh and sensory than our competitors.

The resorts and hotels in the LUX* portfolio include LUX* Belle Mare, Mauritius , LUX* Le Morne Mauritius, LUX* Grand Gaube, Mauritius; LUX* South Ari Atoll, Maldives; LUX* Saint Gilles, Reunion Island, LUX* Tea Horse Road Lijiang, Yunnan Province, China, and LUX* Tea Horse Road Benzilan, Yunnan Province, China., LUX* Bodrum, Turkey.

Other new properties in the pipeline and opening soon LUX* Al Zorah, United Arab Emirates; LUX* North Male Atoll, Maldives; LUX* Tuscany Italy, LUX* Dianshan Lake, Suzhou, China, LUX* Phu Quoc, Vietnam, LUX* Organic Escapes Chengdu, China and LUX* Luxe Lakes, Chengdu, China.

LUX* Resorts & Hotels is a member of Lux Island Resorts Co Ltd, which is listed on the Stock Exchange Market of Mauritius and is an affiliate member of IBL, a major economic player in the Indian Ocean, leader of the "Top 100" Mauritian companies. IBL is active in key sectors of the Mauritian economy, representing a portfolio of approximately 300 subsidiaries and associated companies.

Other properties managed by LUX* Resorts & Hotels are Tamassa, Bel Ombre, Mauritius; Merville Beach, Grand Baie, Mauritius and Hôtel Le Récif, Réunion Island, as well Ile des Deux Cocos, Mauritius, a private paradise island.

100% CARBON FREE HOLIDAYS AT LUX* RESORTS & HOTELS

LUX* Resorts & Hotels strongly believes in sustainable tourism development, and has embarked in a journey towards a carbon clean future through its project "Tread Lightly". Tread Lightly is the offsetting 100% of the carbon emissions emitted during guests stay. The carbon offsetting contribution is used to support various offsetting projects in developing countries within the regions where LUX* is operating. To learn more about the LUX* Tread Lightly €1 per day voluntary participation carbon-offsetting fee, please visit www.luxtreadlightly.com